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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/645,873	08/21/2003	Aaron Golle	1748.001US1	8656
21186	7590	05/18/2005	EXAMINER	
SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A. P.O. BOX 2938 MINNEAPOLIS, MN 55402-0938			HAN, JASON	
		ART UNIT		PAPER NUMBER
		2875		

DATE MAILED: 05/18/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	10/645,873	GOLLE ET AL.
	Examiner	Art Unit
	Jason M. Han	2875

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 18 April 2005.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-23 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-23 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on 21 August 2003 is/are: a) accepted or b) objected to by the Examiner.

 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____

5) Notice of Informal Patent Application (PTO-152)
6) Other: _____

DETAILED ACTION

Response to Arguments

1. Applicant's arguments, see Pages 7-9, filed April 22, 2005, with respect to the rejection(s) of Claim(s) 1 under 35 U.S.C. 102(b) have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Kinstler (U.S. Patent 5005306) under 35 U.S.C. 103(a).
2. Applicant's arguments, see Pages 7-9, filed April 22, 2005, with respect to the rejection(s) of Claim(s) 2 under 35 U.S.C. 102(b) have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Kinstler (U.S. Patent 5005306) under 35 U.S.C. 103(a).
3. Applicant's arguments with regard to Claims 8-11, filed April 22, 2005, have been fully considered but they are not persuasive.
4. In response to applicant's argument that the examiner's conclusion of obviousness is based upon improper hindsight reasoning, it must be recognized that any judgment on obviousness is in a sense necessarily a reconstruction based upon hindsight reasoning. But so long as it takes into account only knowledge which was within the level of ordinary skill at the time the claimed invention was made, and does not include knowledge gleaned only from the applicant's disclosure, such a reconstruction is proper. See *In re McLaughlin*, 443 F.2d 1392, 170 USPQ 209 (CCPA

1971). The examiner mentioned in the previous Office action, "adequate warning signals are commonly seen on large vehicles [Page 7]."

5. Applicant's arguments with regards to Claim 12, filed April 22, 2005, have been fully considered but they are not persuasive.

6. In regard to applicant's arguments, "Neither Kinstler nor Fernandez show a pattern selected to convey a visual safety message", it should be noted that signs are intended to convey messages, whereby a safety sign does not attain any unique status. Thus, Kinstler's advertising sign could easily portray and advertise a warning or safety message.

7. Applicant's arguments with respect to Claims 22-23 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

8. Claims 12-13 and 15-17 are rejected under 35 U.S.C. 102(b) as being anticipated by Kinstler (U.S. Patent 5005306).

9. With regards to Claim 12, Kinstler discloses an illuminated vehicle sign providing a pattern to convey a visual safety message [Figures 1-4: (33)] that is positionable on a flexible surface [Figures 1-4: (31); Column 3, Lines 45-50], an EL lighting surface

[Figures 1-4: (32)] that contrasts the pattern [Column 3, Lines 35-39], and a power source coupled to the EL lighting surface [Column 2, Line 67 – Column 3, Line 2].

10. With regards to Claim 13, Kinstler discloses the pattern including a text message [Figures 1-4: (33)].

11. With regards to Claim 15, Kinstler discloses the pattern being layered over the EL light surface to mask a portion of the EL lighting surface so as to provide contrast [Column 3, Lines 27-39].

12. With regards to Claim 16, Kinstler discloses the pattern being formed from EL lighting material providing a cut [rectangular surface of Figure 4: (32)] to form the pattern [Column 3, Lines 35-39].

13. With regards to Claim 17, Kinstler discloses the power source including a battery [Column 2, Line 67 – Column 3, Line 2].

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

14. Claim 1 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306).

Kinstler discloses an illuminated vehicle sign providing:

- A safety sign [Figure 1: (16)] including an EL lighting surface formed into a chosen pattern [Figure 3]; and

- One or more vehicles [Figure 1: (10)] on which the safety sign is attached.

Kinstler does not specifically teach the method wherein safety signs are visible to provide guidance for the vehicles. However, it would have been obvious to one ordinarily skilled in the art at the time of invention to provide the safety signs on the vehicles for guidance purposes, since it has been held that method claims are unpatentable when the prior art recites all structural limitations of said claims.

It should further be noted that signs are intended to convey messages, whereby a safety sign does not attain any unique status. Kinstler's advertising sign could easily portray and advertise a warning or safety message.

15. Claims 2 and 4 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306).

Kinstler discloses an illuminated vehicle sign providing:

- A safety sign [Figure 1: (16)] including a pattern to convey a message/text [Figure 4: (33)] and being attached to an EL lighting surface [Figure 4: (32)]; and
- One or more vehicles [Figure 1: (10)] on which the safety sign is attached.

Kinstler does not specifically teach the method wherein safety signs are visible to provide guidance for the vehicles. However, it would have been obvious to one ordinarily skilled in the art at the time of invention to provide the safety signs on the vehicles for guidance purposes, since it has been held that method claims are unpatentable when the prior art recites all structural limitations of said claims.

It should further be noted that signs are intended to convey messages, whereby a safety sign does not attain any unique status. Kinstler's advertising sign could easily portray and advertise a warning or safety message.

16. Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) as applied to Claim 2 above, and further in view of Fuller (U.S. Patent 2983914).

Kinstler discloses the claimed invention as cited above, but does not specifically teach the vehicle being a snowplow.

Fuller teaches using a warning light onto a snowplow [Column 1, Lines 21-24].

It would have been obvious to incorporate the illuminated vehicle sign of Kinstler onto a snowplow, as principally taught by Fuller, in order to ensure safety and warn proximate drivers of the snowplow. Such a configuration is an obvious engineering decision whereby one would want to utilize such warning/safety signs on large vehicles.

17. Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) as applied to Claim 2 above, and further in view of Chien (U.S. Patent 5775016).

Kinstler discloses the claimed invention as cited above, but does not specifically teach the EL lighting surface having a yellow color when illuminated.

Chien teaches electroluminescent super thin lighting elements [Column 2, Lines 40-49], wherein, "a wide variety of color choices, including green, blue, pink, yellow, and white, which allows superthin lighting elements to be used for a variety of different

guiding purposes and increases attractiveness while avoiding conflict or confusion with other warning signs [Column 2, Lines 62-67].”

It would have been obvious to modify the illuminated vehicle sign of Kinstler to incorporate the yellow electroluminescent element of Chien in order to provide a variety of different guiding purposes and increased attractiveness, as corroborated by Chien.

18. Claims 6-7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) as applied to Claim 2 above, and further in view of applicant's admitted prior art.

Kinstler discloses the claimed invention as cited above, but does not specifically teach the EL light surface dimensioned to comply with safety sign regulations (re: Claim 6), nor approximate rectangular dimensions of 72 inches wide and 8.5 inches tall (re: Claim 7).

Applicant's admitted prior art teaches, “In one embodiment the shape of the safety sign 600 is dictated by a government standard [Page 6, Lines 30-31].”

It would have been obvious to modify the illuminated vehicle sign of Kinstler to incorporate the dimensions/shape of applicant's admitted prior art in order to comply with government standards.

In addition, it would have been an obvious matter of design choice to have made the illuminated vehicle sign with rectangular dimensions of 72 inches wide by 8.5 inches tall, since such a modification would have involved a mere change in the size of a component. A change in size is generally recognized as being within the level of ordinary skill in the art. *In re Rose*, 105 USPQ 237 (CCPA 1955).

19. Claims 8-10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306).
20. With regards to Claim 8, Kinstler discloses an illuminated vehicle sign providing a pattern to convey a visual message [Figure 4: (33)] that is attached to an EL lighting surface [Figure 4: (32)], which is then attached to a vehicle [Figure 1: (10)] that may be driven on the road.

Kinstler does not specifically teach the vehicle being a transportation vehicle that carries an oversized load, so that the sign provides warning of such load to proximate drivers. Such a configuration is an obvious matter of design, whereby adequate warning signals/signs are commonly seen on large vehicles.

In addition, Kinstler does not specifically teach the method wherein safety signs are visible to provide warning of the oversized load. However, it would have been obvious to one ordinarily skilled in the art at the time of invention to provide the safety signs on the vehicles for guidance purposes, since it has been held that method claims are unpatentable when the prior art recites all structural limitations of said claims.

It should further be noted that signs are intended to convey messages, whereby a safety sign does not attain any unique status. Kinstler's advertising sign could easily portray and advertise a warning or safety message.

21. With regard to Claims 9-10, Kinstler discloses the claimed invention as cited above except for the sign being attached to the front or rear of the vehicle. It would have been obvious to one having ordinary skill in the art at the time the invention was made to incorporate the sign either on the front or rear of the vehicle, since it has been

held that rearranging parts of an invention involves only routine skill in the art. *In re Japiske*, 86 USPQ 70. In this case, it is an obvious engineering decision that one could place a sign or a plurality of signs on different parts of a vehicle with the intended purpose of warning proximate drivers.

22. Claims 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) as applied to Claim 8 above, and further in view of Fernandez (U.S. Patent 5434013).

Kinstler discloses the claimed invention as cited above, but does not specifically teach the safety sign attached to at least one mudguard.

Fernandez discloses, "Referring to FIGS. 1-7, an illuminated trim apparatus 10 for automobiles is disclosed. Trim apparatus 10 takes the form of automobile floor mats, splash guards, wheel trim, door guards, trunk and door lock trim, outer and inner body trim, sun shades, accent trim for the dash or radio, hood logo and emblem trim, license plate frames, speaker covers and side molding such as ground effects and door panel decorative strips [Column 3, Lines 61-68]. Apparatus 10 includes safe, low voltage lighting strips 12, known as electroluminescent lighting or "EL", to supplement or replace existing breakable and fire hazardous fixtures [Column 4, Lines 3-6; underlines and highlights added by examiner]."

It would have been obvious to one ordinarily skilled in the art to have incorporated the illuminated vehicle sign of Kinstler onto a mudguard/splash guard, as taught by Fernandez, so as to ensure appropriate warning to proximate drivers. Such signs/warnings are commonly known and seen on larger vehicles (i.e. trucks or trailers).

23. Claim 14 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306).

Kinstler discloses the claimed invention as cited above except for the pattern including a triangle. It would have been obvious to one having ordinary skill in the art at the time the invention was made to have the pattern include a triangle, since it has been held to be within the general skill of a worker that mere change of form or shape of an invention involves only routine skill in the art. *Span-Deck Inc. c. Fab-Con, Inc.* (CA 8, 1982) 215USPQ 835. In this case, it is commonly known that making a sign into a different shape may add to the effectiveness in warning, as well as add an aesthetic appeal.

24. Claims 18-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) as applied to Claim 12 above, and further in view of Burke (U.S. Patent 5779346).

Kinstler discloses the claimed invention as cited above, but does not specifically teach the EL lighting surface being yellow when illuminated (re: Claim 18), nor teaches a translucent layer of material over the EL lighting surface, wherein the translucent layer alters a color of the EL lighting surface (re: Claim 19).

Burke teaches an EL device wherein an EL lighting surface provides a yellow background when illuminated, and further teaches, "An electroluminescent night light which provides a single color or multi-color display. The display is achieved by depositing, onto a conductive layer by screen printing means, a single film or one or

more discrete phosphor characters of the same or different color [see Abstract; underlines added by examiner]."

It would have been obvious to modify the illuminated vehicle sign of Kinstler to incorporate the yellow electroluminescent lighting/translucent color layer of Burke in order to provide a variety of different guiding purposes and increased attractiveness.

25. Claim 20 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) as applied to Claim 12 above, and further in view of applicant's admitted prior art.

Kinstler discloses the claimed invention as cited above, but does not specifically teach the EL light surface dimensioned to comply with safety sign regulations, nor approximate rectangular dimensions of 72 inches wide by 8.5 inches tall.

Applicant's admitted prior art teaches, "In one embodiment the shape of the safety sign 600 is dictated by a government standard [Page 6, Lines 30-31]."

It would have been obvious to modify the illuminated vehicle sign of Kinstler to incorporate the dimensions/shape of applicant's admitted prior art in order to comply with government standards.

26. Claims 21 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) as applied to Claim 12 above, and further in view of Fernandez (U.S. Patent 5434013).

Kinstler discloses the claimed invention as cited above, but does not specifically teach the illuminated sign including and attached to at least one mudguard.

Fernandez discloses, "Referring to FIGS. 1-7, an illuminated trim apparatus 10 for automobiles is disclosed. Trim apparatus 10 takes the form of automobile floor mats, splash guards, wheel trim, door guards, trunk and door lock trim, outer and inner body trim, sun shades, accent trim for the dash or radio, hood logo and emblem trim, license plate frames, speaker covers and side molding such as ground effects and door panel decorative strips [Column 3, Lines 61-68]. Apparatus 10 includes safe, low voltage lighting strips 12, known as electroluminescent lighting or "EL", to supplement or replace existing breakable and fire hazardous fixtures [Column 4, Lines 3-6; underlines and highlights added by examiner]."

It would have been obvious to one ordinarily skilled in the art at the time of invention to have incorporated the illuminated vehicle sign of Kinstler onto a mudguard/splash guard, as taught by Fernandez, so as to ensure appropriate warning to proximate drivers, as commonly seen on larger vehicles (i.e. trucks or trailers).

27. Claims 22-23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kinstler (U.S. Patent 5005306) in view of Fernandez (U.S. Patent 5434013).

Kinstler discloses an illuminated vehicle sign including a safety sign [Figure 1: (16)] with an EL lighting surface formed into a visual safety message [Figure 3], and one or more vehicles [Figure 1: (10)] on which the safety sign is attached.

Kinstler does not specifically teach the visual safety message placed on a mud flap.

Fernandez discloses, "Referring to FIGS. 1-7, an illuminated trim apparatus 10 for automobiles [REDACTED] is disclosed. Trim apparatus 10 takes the form of

automobile floor mats, splash guards [redacted], wheel trim, door guards, trunk and door lock trim, outer and inner body trim, sun shades, accent trim for the dash or radio, hood logo and emblem trim, license plate frames, speaker covers and side molding such as ground effects and door panel decorative strips [Column 3, Lines 61-68]. Apparatus 10 includes safe, low voltage lighting strips 12, known as electroluminescent lighting or "EL", to supplement or replace existing breakable and fire hazardous fixtures [Column 4, Lines 3-6; underlines and highlights added by examiner]."

It would have been obvious to one ordinarily skilled in the art at the time of invention to have incorporated the illuminated vehicle sign of Kinstler onto a mudguard/splash guard, as taught by Fernandez, so as to ensure appropriate warning to proximate drivers, as commonly seen on larger vehicles (i.e. trucks or trailers).

It should further be noted that signs are intended to convey messages, whereby a safety sign does not attain any unique status. Kinstler's advertising sign could easily portray and advertise a warning or safety message.

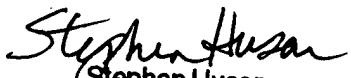
Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jason M. Han whose telephone number is (571) 272-2207. The examiner can normally be reached on 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sandra O'Shea can be reached on (571) 272-2378. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

JMH (5/12/2005)


Stephen Husar
Primary Examiner